



Department of Health
Agency of Human Services



CDC's Tips from Former Smokers Campaign Increases Quit Attempts



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Media Contact:

Vermont Department of Health
Communication Office
802-863-7281

Most smokers want to quit, and 802 Quits offers help

BURLINGTON – A graphic but effective national media campaign Tips From Former Smokers by the Centers for Disease Control and Prevention (CDC) that first aired in Vermont in 2013, has resulted in a 12 percent increase in quit attempts nationally, according to a study published in December in the American Journal of Preventive Medicine

Two of the 30-second Tips ads (“Amanda” and “Shawn”) are currently airing in Vermont as part of the Health Department’s overall tobacco cessation outreach. Research with Vermont tobacco users also led the Health Department to produce local testimonials, which are airing now along with CDC’s Tips ads.



“Tips From Former Smokers are tough to watch, but evidence shows that they are reaching people who most need our free resources to quit using tobacco,” said Rhonda Williams, chronic disease prevention chief for the Health Department. “We are committed to expanding the reach of these effective CDC ads.”

Smoking is still the #1 real killer, and most smokers want to quit. In 2012, 62 percent of the 81,000 adult Vermonters who smoked attempted to quit. In part due to the Tips From Former Smokers campaign, calls to the Vermont Quit Line (802-QUIT-NOW) more than doubled in 2013 compared to previous years. In 2014, the number of coaching calls completed by lower income Vermonters more than doubled over 2013.

802Quits provides Vermonters with advice, tips, tools, and stories to help quit tobacco. Go to 802Quits.org for resources and information on the four ways to get help, including the Vermont Quit Partners, a team of people in communities devoted to providing support and motivation to help tobacco users throughout the quitting process.

The Tips from Former Smokers campaign, launched in 2012, marked the first federally funded national mass media antismoking campaign.

To learn more about the Tips campaign and to watch the television spots, visit

<http://www.cdc.gov/tobacco/campaign/tips/>

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Vermont Department of Health | 108 Cherry Street | Burlington, VT 05402
Voice: 802-863-7200 | In Vermont 800-464-4343 | Fax: 802-865-7754 | TTY/TDD: Dial 711 first
Health Care Provider Infectious Disease Reporting: 802-863-7240 or 800-640-4374
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